

# Las Vegas Chamber of Commerce Business Voice

A Member Publication

February 2010 | Volume 30 Number 2

## Routing Slip

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**and much more...**

## 2010 Small Business Excellence Awards

Online nomination forms are available online at [www.lvchamber.com](http://www.lvchamber.com)

## Vegas Young Professionals gaining momentum by adding new programs and features

**V**egas Young Professionals (VYP) continues to be the leading high-profile business organization for young professionals in the Las Vegas market. Designed for up-and-coming professionals ages 21-39, this division of the Las Vegas Chamber of Commerce features programs and events designed to develop networking and professional skills and facilitate mentoring and career advancement opportunities.



In addition to its annual "White Hot Mixer," each month VYP hosts a Fusion Mixer, an after-work networking event that attracts nearly 200 VYP members. Other regular events include exclusive "Bigwig Lunch Times," where 20 VYP members sit down to lunch with a well-known and influential "bigwig" for small group networking; "Excursions," which

are "back-of-the-house tours" designed to give participants an inside look at various industries; and the "Business 101" series, which feature lunch time panel discussions on a wide range of important business topics. In the last year, VYP also debuted its own "Strip View Speakers" Toastmasters club, an energetic and supportive group of peers to help VYP members develop their presentation and public speaking skills. VYP Strip View Speakers chartered the group in just three months, recruited 30 members, and has already received a "Distinguished Status," recognized by Toastmasters International.

Building on its successful momentum, VYP continues to add new programs, events and networking opportunities for its members. VYP recently debuted a Community Outreach

*continued on page 30*

## Nevada's 2010 Census: Why the count matters to you

**F**ew states have changed as much over the past 10 years as Nevada. That's why state-wide participation in the 2010 Nevada Census is absolutely vital to ensuring Nevadans are accurately tallied – to make sure we get our state's fair share of government funding for much-needed public and governmental services, as well as for accurate representation at the legislative level.



Why should you and your employees care about Census participation? Consider this information from the Census Bureau:

- Every 10 years, the United States Congress is reapportioned to give each state the representation it deserves, based on population. According to multiple independent analyses, Nevada stands at the threshold of

*continued on page 28*



**healthy** businesses thrive

You already know how important your employees are to your small business. Providing quality health insurance is an important factor in keeping them and your business thriving. Did you know a Las Vegas Chamber of Commerce membership is the key to affordable coverage?

Thousands of Las Vegas Chamber of Commerce member businesses with 2-50 employees are already taking advantage of the Chamber Insurance & Benefits plan.\* With the bargaining power of big business, our member brokers can easily tailor a plan to suit the health insurance needs of your small business.

For more information, contact Chamber Insurance & Benefits at:

**702.586.3889**

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# VYP: Making friendships, building networks, and growing businesses

By Will Paccione, Advisory Board President, Vegas Young Professionals (VYP)

I was flattered when I was asked to serve as the 2010 Advisory Council Chairman of Vegas Young Professionals (VYP) for 2010. I've been a member of Vegas Young Professionals since October 2007, and I have enjoyed so many of the events I've been able to attend. I've had lots of fun and met so many great people. I can't thank VYP Coordinator Joanna Rodriguez enough for "strong arming" me or suggesting I join VYP years back. Joining VYP was a great decision for me and my business.

If you don't know, Vegas Young Professionals is for Las Vegas professionals between the ages of 21 and 39 looking to build their business network while having fun. VYP has everything from Fusion Mixers, which are business networking events in non-business surroundings, to Business 101 which are expert panels of speakers to help you optimize your business. We have our own Toastmasters club, Bigwig Lunch Time meetings and some great excursions.

However, here's the kicker: It's not about VYP. It's about you. Networking is about the relationships you make wherever you are. Vegas Young Professionals has the venues, speakers, atmosphere and people that allow those relationships to happen. You just need to get involved. Start building relationships now and you'll see your business grow and those relationships start to snowball. It doesn't matter how you start those relationships.

Let's face it, starting a business is hard. Getting clients is not an easy thing to do right now. When you start a business, usually the first thing you do is tell everyone you know (online and offline) about your new venture. But, then what? Then you get out and meet new people! Keep building those relationships and show more people that you're worthy of their business and their referrals. I call it being "A-visible" - Which is being Available and Visible so people can find you when they need a bit of help. Eventually, you'll start to gain their trust and be their "Go-to" person in your industry.

*continued on page 28*



**Will Paccione**

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### Editorial Policy:

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

### Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- Outdated material will not be published.
- Membership dues must be current for submissions to be printed.
- The Chamber reserves the right to make the final edit on all submissions.

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## Chamber honored with two high-level awards

The Las Vegas Chamber of Commerce is the proud recipient of two high-profile awards from the Western Association of Chamber Executives (W.A.C.E.). The Chamber's Green Roots program was recognized as one of four recipients of the W.A.C.E. "Outstanding New Program" award. The Chamber was also recognized for the content, usability and design of its new Website, [www.lvchamber.com](http://www.lvchamber.com).

### VYP launches new Website!

Vegas Young Professionals (VYP) has updated its Website, [www.vegasymp.com](http://www.vegasymp.com), to be more user-friendly, with easy global navigation. Other hot new features of the site include:

- New VYP Blog
- New Events Calendar
- Featured Videos
- Photo Gallery
- New Weekly Polls
- Member Features
- Advisory Council Bios
- Committee Pages
- Partners Page (recognizing hosts and sponsors)
- Quick Links to a New Sponsorship Booklet and Website Advertising Opportunities
- Quick links to VYP Facebook, Flickr, Twitter and YouTube pages

The new VYP site will also feature a soon-to-be rolled out "Members Only" section with a special discount page that will correspond with the brand new VYP Membership Card. Members can also use the Members Only section to log-in and connect with other VYP members. Check out the new site today by visiting [www.vegasymp.com](http://www.vegasymp.com)!

### Customer Service Excellence (CSE) introduces two new recognition programs

The Las Vegas Chamber of Commerce Customer Service Excellence (CSE) program recently introduced two new recognition programs: The "Five Star Award" and the "CSE Person of the Year." These awards recognize individuals who provide exemplary customer service to the residents and visitors of Southern Nevada. Anyone who is recognized through the CSE program is eligible for these advanced-level recognitions, providing their nomination includes or demonstrates a detailed story of the customer service experience, specific examples or actions that indicates the nominee clearly acted outside of his/her scope of work, and an extraordinary story of internal service demonstrating



teamwork. The Chamber is proud to recognize its first CSE 2009-2010 winner of the Customer Service Excellence Five Star Award, Todd Kozawa, an employee of Home Depot. Kozawa was chosen for his outstanding levels of hands-on, personal service.

The Chamber's CSE program is a city-wide effort that encourages and rewards superior customer service. The Chamber manages CSE in partnership with the

Las Vegas Convention and Visitors Authority. The purpose of the program is to promote service excellence in all aspects of local business. For more information on how your company can get involved at no cost with Customer Service Excellence, or how you can nominate someone for CSE recognition, contact the Las Vegas Chamber of Commerce at 702.641.5822, or go to [www.lvchamber.com/programs/cse](http://www.lvchamber.com/programs/cse).

### Nominations open for 2010 Small Business Excellence Awards

The Las Vegas Chamber of Commerce Small Business Excellence Awards are now accepting nominations. The awards were designed to recognize excellence in the small business community. Several innovative new changes are being made to the program this year, including the addition of new categories. All nominees must be members of the Las Vegas Chamber of Commerce for a minimum of one year, as of June 2010. Winners will be announced at the Small Business Excellence Awards luncheon in September 2010. For more information, visit [www.lvchamber.com/biz-e](http://www.lvchamber.com/biz-e) or contact Susan Sheridan at 702.586.3835, or e-mail [ssheridan@lvchamber.com](mailto:ssheridan@lvchamber.com).

### NCET to host 3rd Annual Entrepreneur and Small Business Expo February 19, 2010

The Las Vegas Chamber of Commerce is pleased to sponsor Nevada's Center for Entrepreneurship and Technology (NCET)'s 3rd Annual Entrepreneur and Small Business Expo February 19, 2010 at South Point Hotel & Casino. The event is Nevada's only expo exclusively designed to help Nevada's new and small businesses. The event will feature educational seminars on a wide variety of topics as well as the opportunity to meet with a wide variety of companies and organizations there to help you start and grow your business. These organizations include the Small Business Administration, SCORE, Nevada Microenterprise Initiative, Nevada Small Business Development Center and city and county licensing and permitting; and all are available for consultation and assistance. For more information visit [www.NCETexpo.com](http://www.NCETexpo.com). ■



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## Building strategic alliances with other Chamber members can expand your business

**D**eveloping strategic alliances as a tool for building your business during these hard economic times is a smart option to consider as part of your company's overall marketing initiatives. When you can find ways to partner with other business owners to develop creative, out-of-the-box ideas, you can often come up with dynamic new services that complement one another. Here's one example of how two Las Vegas Chamber of Commerce members did just that.

Shred-it and Evergreen Recycling have formed an alliance known as "Partners for a Greener Tomorrow." Shred-It provides document destruction services and Evergreen offers full-scale commingled recycling services. By partnering, these companies have formed an alliance to better serve small and medium-sized businesses that may otherwise not have the opportunity to recycle. Since up to 90 percent of traditional office waste can be recycled, these services, packaged together, allow customers

to have document destruction and recycling services combined. For convenience and efficiency, all recyclables can be commingled in one bin and picked up at the same time documents are shredded.

How has the partnership benefitted both companies? This alliance has allowed both Shred-it and Evergreen to reach out to similar target markets and offer a "one stop" experience for across-the-board document security and recycling needs. Both companies share similar visions in regard to community leadership for green initiatives, environmental sustainability, and doing what's environmentally responsible to divert valuable materials from landfills.

Are there similar or related industries your business should consider partnering with? ■

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We look forward to seeing you there as we take networking into the fast lane.

To register please call the Las Vegas Chamber of Commerce at 702-645-5822 and ask for Member Services. Space limited. Limit 2 tickets per company. 18 yrs and older.

**Date:** Friday, Feb 26, 2010

**Time:** 10am – 1:30pm

**Location:** Las Vegas Motor Speedway Media Center

**Tickets:** \$40 per person

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## Superstar sales presentations: The inside secrets

Every sales presentation is a captured or a missed opportunity. How many more sales could you or your salespeople make if they stopped making mistakes and started giving totally awesome sales presentations?

- Properly structure your sales presentations
- Emotionally and intellectually connect with every prospect
- Effectively tell stories of your satisfied clients
- Be more powerful, persuasive, polished and professional

For more information on the speaker please visit [www.fripp.com](http://www.fripp.com).

Cost is \$30 for Chamber members with a prepaid reservation, \$45 for non-Chamber members with a prepaid reservation and \$50 for walk-ins. Week of event price: \$5 additional. Register by visiting [www.lvchamber.com](http://www.lvchamber.com) or calling 702.641.5822 and asking for Member Services. ■

### Business Education Series

**Date:** Wednesday, February 10

**Time:** 7:00 - 7:30 a.m. Registration, networking & continental breakfast  
7:30 - 9:00 a.m. Program

**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300

**Speaker:** Patricia Fripp

**Program:** "Superstar Sales Presentations: The Inside Secrets: "

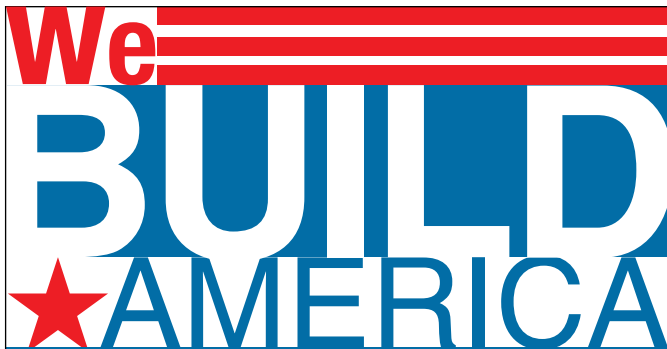


Patricia Fripp

Sponsored by:



The Las Vegas Chamber of Commerce February 10 Business Education Series program, "Superstar Sales Presentations: The Inside Secrets," will feature Patricia Fripp, an award-winning speaker, sales presentation trainer and executive speech coach. Her action-packed session is guaranteed to help you learn how to:



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# Look Forward To A Year Of Opportunity



## Review-Journal - Sun



## CAREER FAIRS

A dozen career R-J/Sun Career Fairs are planned for 2010. Past years have proved the success of these monthly events.

If you are a company looking to the future, searching for qualified employees, plan to be there. These fairs are supported by extensive advertising by the R-J and attendance is high.

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## Ten ways to launch your company's green initiative in 2010

**R**esearch shows that the majority of New Year's resolutions are broken by the time February rolls around. The leading culprit? We tend to bite off more than we can chew in terms of setting realistic goals for ourselves – a sure-fire way to doom any well-intentioned undertaking!

The Chamber wants to help you keep your business resolutions, including ones that will take your company into the green in 2010. If one of your goals for the new year is to launch a green initiative in your company, consider these ten ways you can start working on Tier One certification in the Chamber's new Green Roots certification program!



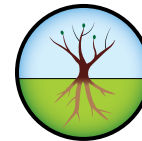
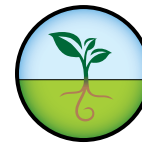
- 1.** Create an employee "Green Team" or "Green Champion" point person to start formulating a "doable" action plan for your business
- 2.** Conduct a walk-through evaluation of your facility and develop an "action list" of possible green improvements
- 3.** Learn how to read and monitor your gas, electric and water bills to identify possible problems and potential conservation areas
- 4.** Turn computers, printers, copiers and other equipment off at night
- 5.** Use available day-lighting to off-set electric lighting in your business
- 6.** Turn back air conditioning and heating at night and on the weekends
- 7.** Change air filters and furnace filters on a monthly basis
- 8.** Use reusable coffee cups, glasses, etc. and eliminate serving water in individual bottles
- 9.** Set up recycling bins inside your office
- 10.** Meet with a "ClubRide" outreach coordinator to learn about efficient carpool programs

Chances are, once you have your team on board and excited about this quick "jump start" to achieving Tier One, the rest of the ride will be easy!

### "Go Green!" with the Chamber's Green Roots Program

Green "levels" are established, starting with easy, low or no-cost steps that any business of any size can accomplish. Members are encouraged to complete at least 80 percent of all applicable level items.

- All important terms for each level item are defined.
- All resources for how to achieve each item are provided as a "one stop shop" for the convenience of our members.
- Level items with potential rebates or incentives are indicated with a dollar sign.
- Members can document their progress through online forms. Members who complete each level will be listed in a special "Green Business" category and will enjoy logo recognition next to their company listing in the Chamber's online directory.



This new program is designed to help Chamber members save money, become good corporate stewards, and contribute to the overall environmental health of Southern Nevada. To learn more about the Chamber's Green Roots programs, levels of designation, and the way participation in this free environmentally-friendly program can benefit your business, visit [www.lvchamber.com/programs/green](http://www.lvchamber.com/programs/green) or contact Lauren Boitel at 702.586.3893. ■

# Meet, Greet and Do Business

Come experience the CenturyLink™ Business and Conference Center at the Las Vegas Chamber of Commerce!



Looking for a place to conduct business, meet new clients or hold your next event? The CenturyLink™ Business and Conference Center at the Las Vegas Chamber of Commerce is the perfect place. Conduct business in a relaxed, comfortable business environment. Catch up on e-mail, print out a proposal for your next meeting and or have coffee with a client.

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- Multi-media podiums wired for direct-to-screen connectivity
- Wi-Fi and hard-wired internet access available

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# Tax changes you can't afford to ignore for 2010

By Scott Taylor, Shareholder, Piercy Bowler Taylor & Kern CPAs

**M**any important tax changes go into effect in 2010 for businesses - some are new laws while others are expiring business tax breaks used in previous years. It pays in both increased deductions and avoidance of penalties to be aware of these changes and make the appropriate changes in your organization. Here is a brief sampling of some of these changes that may impact your business:



## Deduction for domestic production activities increases:

For tax years beginning after 2009, taxpayers will be able to claim a deduction generally equal to nine percent (up from six percent for tax years beginning in 2007-2009) of the lesser of: (1) the taxpayer's "qualified production activities income" (QPAI) for the tax year or (2) taxable income (modified adjusted gross income, for individual taxpayers) without regard to this deduction, for

the tax year. The deduction is further limited to 50 percent of the W-2 wages of the employer for the tax year.

**Retirement plans:** For plan years beginning after 2009, employers with 500 or fewer employees may establish a combined defined benefit-401(k) plan (a "DB(k) plan"). In general, the defined benefit rules apply to the defined benefit portion of the plan and the defined contribution rules apply to the defined contribution portion of the plan. The 401(k) component must have automatic enrollment and must meet minimum matching contribution requirements.

Also, under Sec. 108(f) of the Worker, Retiree, and Employer Recovery Act of 2008, qualified retirement plans must offer non-spouse beneficiaries the opportunity to roll over an inherited plan account balance to an IRA set up to receive the rollover on the non-spouse beneficiary's behalf, effective for plan years beginning after December 31, 2009.

**Penalties for partnership and S-corporation returns:** Civil penalties apply for failure to file timely. The penalty is a statutory dollar amount times the number of partners or shareholders for each month, up to a maximum of 12 months. The base amount is for a failure with respect to

filing either a partnership or S Corporation return for a tax year beginning after December 31, 2009, increases from \$89 to \$195 per partner or shareholder.

**Standard mileage rate changes:** The mileage allowance for vehicles is 50¢ per mile for business travel after 2009 (down from 55¢ per mile for 2009).

**Tax breaks expired at the end of 2009:** Unless Congress acts to retroactively revive them, here are some of the more popular tax breaks that won't be available in 2010:

- Additional first-year 50% bonus depreciation for qualified property. In addition, the \$8,000 increase in the first-year depreciation limit for passenger automobiles that are qualified property also expired at the end of 2009.
- For tax years beginning in 2010, (a) the maximum amount that may be expensed under Code Sec. 179 is \$134,000 (down from \$250,000 for tax years beginning in 2008 or 2009); and (b) the maximum annual expensing amount generally is reduced dollar-for-dollar by the amount of Code Sec. 179, property placed in service during the tax year in excess of \$530,000 (down from \$800,000 for tax years beginning in 2008 or 2009).
- Fifteen-year straight-line cost recovery for qualified leasehold improvements, qualified restaurant buildings and improvements, and qualified retail improvements.

Again, this is a very brief list of some of the tax changes for 2010 - to make sure you are taking advantage of new laws, or making adjustments to fit new restrictions, please contact a CPA ■

*Scott Taylor, CPA, is a shareholder at Piercy Bowler Taylor & Kern, the largest independent CPA firm in Las Vegas.*



# invites you to **GET IN THE MIX**

VYP is the largest organization of young professionals in Nevada. Events are fun, energetic, professional and business-focused. VYP offers professional development opportunities that help members hone their business skills and quickly advance their careers.

If you're between the ages of  
21-39...you're in!

With VYP you can:

- Network with young professionals throughout Southern Nevada
- Learn from top executives and industry leaders
- Make valuable business connections
- Get behind-the-scenes tours of innovative businesses
- Develop your professional skills



Join today | [www.vegasyp.com](http://www.vegasyp.com) | 702.735.2196

## How to stay motivated when no one is watching

By Dave Archer, CEO, Nevada's Center for Entrepreneurship and Technology (NCET)

**Y**ou might be surprised to learn that one of the biggest obstacles to successfully operating a home-based business isn't access to cash or cultivation of clients; rather, it's in the home-based business owner's ability to stay focused and motivated – every single day.

If you've ever taken a day or two off from an office job to get "caught up" working at home, at first the benefits seem great: no co-workers stopping by to chat, no mindless meetings to be called into, no phones ringing every time you start a train of thought. The silence is wonderful!

But then reality sets in. One of the most frequently asked questions I hear at small business building events is, "How do I stay motivated when there's no one looking over my shoulder?"

For starters, being a focused, self-motivator is perhaps the single overriding characteristic you must have to make it as a home-based business owner. If you don't fit that profile, you'll want to seriously reconsider if a solo gig is for you. If you do have the self-motivating gene, give yourself a boost with these proven practices:

### Set work hours and break times

Establish specific office hours and stick to them. Establishing a routine will help you change gears from your home environment to your work environment. Even if "pick up the kids from school at 3:00" is part of your routine, block out the time on your calendar so you always have a clear idea of how your days are filled.

### Make a time-management schedule for yourself every day

If you have certain quotas or projects to be met on a daily basis, mark them out in an hourly breakdown, if necessary. Check the items off your list as you complete them. This creates a path of self-accountability and will help you better manage your time. Take this approach one step further and sketch out goals and objectives for the month, the quarter and the year. Not only will you stay focused, you'll have a written playbook that will help you assess if you're on track with your business.

### Eliminate distractions

While it's ideal to have a specific dedicated work space for your home office, such as an extra bedroom, by necessity, some home-based businesses start in a garage or on a kitchen table. Regardless of your workspace, try to eliminate distractions that could keep you from your work: a blaring television set, a constantly ringing

home phone, interruptions by other members of your household, etc.

### Set boundaries for yourself and for others

Home-based business owners continually struggle with the quest for legitimacy. Regardless of how big or successful you become, there will always be a friend, neighbor or relative who feels they can stop by whenever they like for a visit "because you're home." Set firm boundaries right from the start. "It's nice to see you, but I'm afraid I'm on the clock until 5:30 p.m. Can I call you then?"

### What if you just can't focus?

Some days, the magic just isn't there. If you're having an off day, don't blow off your business entirely, just take a different path for the afternoon. Organize your files, review your business plan, go online and read about the latest trends in your field. It's fine to switch gears to blow off the cobwebs once in awhile, but don't let yourself get too far afield.

### Give yourself a pep talk

We all have those days where work feels tedious and it's tempting to play hooky. If you feel your morale start to drag, stop and remind yourself why you're doing this. You're running your own business. You're accountable to someone you most defiantly don't want to let down – yourself!

In our next column, we'll examine some common home-based business pitfalls and how to avoid them. ■

*NCET, Nevada's Center for Entrepreneurship and Technology, connects Nevadans to the resources they need to start and grow successful businesses. Visit [www.NCET.org](http://www.NCET.org) for more information.*

“Operating a home-based business isn't access to cash or cultivation of clients; rather, it's in the home-based business owner's ability to stay focused and motivated”

# Reliable and Trusted Partner for your Business

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Strategic Telecom Solutions is a Sprint Nextel Business Solutions Partner providing scalable wireless mobile deployment and management solutions with a key focus on the enterprise and public sector space. As an outsourcing solution, providing complete physical and technological wireless support, STS enables businesses to leverage telecom technologies to their advantage while focusing their resources and expertise on their core competencies.



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# February Chamber Events

3

## Business Survival: Counseling Sessions

Complimentary for Chamber members only

*FREE one-on-one help sessions*

**When:** Wednesday, February 3  
**Time:** Appointments available at 9:00, 10:00, 11:00 a.m. or 1:00, 2:00 & 3:00 p.m. (one member per session)  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating during this slow economy. Complimentary for Chamber members only. Call Member Services to reserve your appointment at 702.641.5822.



4

## Member-to-Member Marketing Expo

**When:** Thursday, February 4  
**Time:** 4:00 - 6:00 p.m.  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square, LV, NV 89119  
**Details:** Take advantage of this exceptional opportunity to learn more about how the Chamber works for you! In addition to providing information about Chamber programs and benefits, this event is open to members who would like to showcase their products and services to other members via table-top displays. For Chamber Members this event is complimentary. Table Tops opportunities are available for only \$100. Call Member Services at 702.641.5822 for more information and to RSVP.

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8

## Vegas Young Professionals (VYP) Toastmasters

**When:** Monday, February 8  
**Time:** 5:30 - 6:00 p.m. Check-in & networking  
 6:00 - 7:00 p.m. Meeting  
**Location:** The Platinum Hotel, 211 E. Flamingo Rd.  
**Cost:** \$60 to join, \$36 every six months  
**Details:** Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for all members to aid in the development of speaking, presentation and leadership skills. Help yourself and take advantage of what VYP Toastmasters can offer you. For more information visit [www.vegasymp.com](http://www.vegasymp.com).

Hosted by:



10

## Business Education Series

### Inside Secrets of Super Star Sales Presentations

**When:** Wednesday, February 10  
**Time:** 7:00 - 7:30 a.m. Registration, networking & continental breakfast  
 7:30 - 9:00 a.m. Program  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
**Speakers:** Patricia Frapp  
**Details:** Every sales presentation is a captured or a missed opportunity. How many sales could you or your salespeople make if they stopped making stupid mistakes and started giving totally awesome sales presentations? Attend this action packed session and you are guaranteed to learn how to: properly structure your sales presentation, emotionally and intellectually connect with every prospect, effectively tell stories of your satisfied clients, and be more powerful, persuasive, polished and professional. \$30 for members with a guaranteed prepaid reservation, \$45 for non members with a guaranteed prepaid reservation, \$50 for all walk-ins. Additional \$5 for week of event. RSVP by calling 702. 641.5822 or register online at [www.lvchamber.com](http://www.lvchamber.com).

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10

## Chamber Voices Toastmasters

**When:** Wednesday, February 10  
**Time:** 10:30 a.m. Registration & networking  
 10:45 a.m. - Noon Meeting  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** Looking for a way to improve your communication and leadership skill in both your personal and professional life? The Chamber is home to a Toastmasters club, Chamber Voices, open exclusively Chamber members. Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



11

## Joint Chamber & VYP Business After Hours Fusion Mixer

**When:** Thursday, February 11  
**Time:** 5:00 - 8:00 p.m.  
**Location:** The Shoppes at The Palazzo  
 3325 Las Vegas Blvd. S, Las Vegas NV 89109  
**Details:** The Shoppes at The Palazzo, home to Barneys New York and the world's leading style and taste-maker boutiques, is pleased to host the Las Vegas Chamber, Leadership Las Vegas alumni and Vegas Young Professionals for a fun-filled evening of shopping incentives, tasty tidbits and delectable cocktails. The festivities kick-off at 5:00 p.m. near the Van Cleef & Arpels rotunda and continue throughout the common area of the shopping center. Enjoy a taste of Woo, Table 10 an Emeril Lagasse Restaurant and SUSHISAMBA, along with select signature cocktails and other tasty beverages. Not-to-be-missed raffle prizes include two tickets to JERSEY BOYS, two tickets to Phantom-The Las Vegas Spectacular, two tickets to Blue Man Group and a \$250 shopping spree. Complimentary to members and invited guests, \$15 for non members. Register online at [www.lvchamber.com](http://www.lvchamber.com) or by calling 702.641.5822.



16

## Vegas Young Professionals (VYP) Business 101 Downtown Development

**When:** Tuesday, February 16  
**Time:** 11:30 a.m. - 1:00 p.m.  
**Location:** World Market Center  
 455 S Grand Central Pkwy  
 Las Vegas, NV 89106  
**Details:** Join VYP for our first Business 101 session of 2010! Learn about the brand new projects developing in downtown Las Vegas from an expert panel, including: **Maureen Peckman**, COO of Keep Memory Alive Organization **Myron Martin**, CEO & President of The Smith Center for the Performing Arts, **Bill Arent**, Director for the city of Las Vegas Office of Business Development, **Rita Brandin**, Senior Vice President, Newland Communities & Development Director of Union Park. Cost for this event is \$20 per VYP member and \$35 for non-members. RSVP today at [www.vegasymp.com](http://www.vegasymp.com) or call 702.735.2196.



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The Chamber is now on Twitter and Facebook, links are available from our home page at [www.lvchamber.com](http://www.lvchamber.com).

Save [www.lvchamber.com](http://www.lvchamber.com) in your favorites and stay connected with the latest business information and event news!

## Vegas Young Professionals Toastmasters

See February 8 for time and location details



## New Member Breakfast

**When:** Wednesday, February 24  
**Time:** 7:00 - 7:30 a.m. Registration, networking and breakfast  
7:30 - 9:00 a.m. Program  
**Location:** CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce  
6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** By invitation only, this event is for all new members of the Las Vegas Chamber of Commerce. Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere. Bring your business cards and join the Las Vegas Chamber of Commerce Prospectors as they welcome our newest members to the Chamber family.

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## Chamber Voices Toastmasters

See February 10 for time and location details

## Vegas Young Professionals (VYP) Bigwig Luncheon

**When:** Thursday, February 25  
**Time:** 11:30 a.m. - 12:00 p.m. Check in  
12:00 - 1:30 p.m. Program  
**Location:** TBD  
**Speaker:** Bobby Hauck  
**Details:** Join VYP for this exclusive, intimate luncheon with the brand new UNLV football coach, Bobby Hauck. He is the 10th head coach in Rebel football history and has brought a tremendous record of success to UNLV. Register today to learn his secrets to success. Cost is \$45 per VYP member; RSVP is required. For more information visit [www.vegasymp.com](http://www.vegasymp.com) or call 702.735.2196. This event is exclusive to VYP members only.



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## President's Club and Board of Advisors Exclusive Mixer:

Office Depot presents Chamber Day at Las Vegas Motor Speedway

**When:** Friday, February 26  
**Time:** 10:00 a.m. - 1:30 p.m. Networking, program and practices  
**Location:** Las Vegas Motor Speedway  
Media Center and Penthouse  
7000 Las Vegas Blvd N.  
Las Vegas, NV 89115  
**Details:** Join us for an exciting and unique networking opportunity at Las Vegas Motor Speedway. You won't want to miss this event, complete with a Tony Stewart question and answer session, networking with local business leaders, as well as NASCAR Sprint Cup Series tickets to watch the qualifying rounds and admission to the Neon Garage. You will also see the #14 Office Depot Show Car, enjoy food and beverages and have a chance to win great door prizes! Remember to bring your business cards.  
**Tentative Track Schedule:\***  
Nationwide Practice: 11:00 - 11:50 a.m.  
Sprint Cup Practice: 12:00 - 1:30 p.m.  
Qualifying begins at 3:40 p.m.  
\*race times subject to change  
To register please call the Las Vegas Chamber of Commerce at 702.641.5822 and ask for Member Services. **Cost is \$40 per member.** Space is limited. Limit two (2) tickets per company, nontransferable. Must be 18 or older to attend.

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Contact the Chamber Advertising Department at 702.586.3856 or visit [www.lvchamber.com](http://www.lvchamber.com) for more information.



Las Vegas Chamber of Commerce



**John M. Beard**

John M. Beard is a conservative Democrat with an 80-year family history in the Las Vegas Valley. Beard founded JMB Construction, Inc. on July 8, 1994. Through conservative financial planning and thorough business planning, the small business is surviving the economic crisis.



**Scott Brown, DDS  
Dentist**

**Comfort Care Dental Group**

Scott Brown, DDS, is part of a Las Vegas tradition of dental comfort and care. Dr. Brown and his associates have dedicated their professional careers to providing the best that dentistry has to offer. Dr. Brown is a 1982 graduate of Loma Linda University, where he received his Doctorate of Dental Surgery. He has taken numerous continuing education courses in endodontics, cosmetic dentistry, complete and partial dentures, implants, crowns and bridges. Dr. Brown has served on the Drafting Committee for the Fluoridation Ballot Issues.



**Kevin E. Burke  
President & CEO**

**Burke & Associates, Inc.**

Burke & Associates, Inc., has been serving Southern Nevada for more than 25 years as one of the area's preeminent general contractors. The company is the recipient of many honors, the most recent being the 2008 Contractor of the Year award by AGC. Kevin Burke has 23 years of experience in the construction industry. Burke is proud to be a member of the Executive Committee on the Board of Trustees for the Las Vegas Chamber of Commerce. He also sits on board of directors for the Associated General Contractors of America and was appointed by the Governor to the Nevada State Contractors Board.



**Karen Cashman  
President**

**Cashman Photo Enterprises  
of Nevada, Inc.**

Celebrating more than 40 years of business in Las Vegas, Cashman Photo Enterprises is the largest, most established photographic service provider in Nevada. Cashman Photo is comprised of five different divisions. Karen Cashman, president of the retail division, oversees 15 photographic retail stores. She is the vice president of business for the Foundation for an Independent Tomorrow, is a member of the International Women's Forum, and serves on the advisory board for the Public Education Forum.



**Jim Cunningham  
Executive Director  
Atria Seville**

Jim Cunningham began his career in 1993 as a licensed administrator in an assisted living community in Oregon. He is licensed in three states: Oregon, Arizona and Nevada. Cunningham has been with Atria Seville for four years. As executive director, he is charged with encouraging a fulfilling lifestyle and promoting independence for the residents. He has also worked as property manager for an assisted living company with several communities in 16 states.



**Russell Joyner, CSM  
Executive Vice President & General  
Manager  
Miracle Mile Shops at Planet Hollywood  
Resort & Casino**

Russell Joyner is responsible for all aspects of shopping center management, development and construction for Boulevard Invest LLC, parent company of the Miracle Mile Shops. Over the past 20 years, Joyner has become one of the leading experts of retail entertainment centers in the U.S. He also developed and managed Fashion Show Mall and Hollywood & Highland in Los Angeles. Joyner received his Bachelor of Science degree from Boston College in 1983, where he was captain of the 1982 Tangerine Bowl football team.



**Ron Lurie  
Executive Vice President/General  
Manager  
Arizona Charlie's**

Ron Lurie has been a resident of Las Vegas for 50 years. During his 30 years in the gaming industry, Lurie has been involved in the development and growth of the Las Vegas Community. He served 14 years as a Las Vegas City Councilman and four years as mayor. These positions have enhanced Lurie's ability to understand and appreciate the gaming industry, as well as the desire to ensure that Las Vegas continues to be one of the fastest growing communities in the country.



**Gregg Olewinski  
Vice President, Nevada Region  
Discount Tire Co.**

Gregg Olewinski is responsible for the overall operations of Discount Tire's Nevada region. In his role as vice president, he establishes sales and profitability goals as well as designs sales programs and strategies for retail store outlets in the region. Olewinski has been with Discount Tire since 1983, and was appointed vice president of the Nevada region in 2005. Olewinski has completed executive training courses at The Thunderbird Garvin School of International Management.



**John Dlouhy,**  
**Executive Vice President & General Manager**  
**Capitol North American Van Lines**

John Dlouhy has been in the moving and storage business in Las Vegas for the past 25 years and is committed to excellence. Dlouhy has been with Capitol North American Van Lines since 1999 and is the committee chair for the North American Agents "Quality" Committee. He is active in the Henderson Library system, serving on the Foundation Board as the vice president for the past three years.



**David Drake**  
**CEO**  
**Aqua Management**

In 1995, David Drake started designing irrigation controllers for the Motorola Corp. He was chief engineer on some of the most sophisticated systems on the market. Drake founded Aqua Management, a water management company focused on water conservation, in 2008. He received his PhD. in computer science from Northwestern University in 2004. Aqua Management was founded when Drake recognized the need for technological solutions in conjunction with service solutions as the best approach for water conservation.



**Pamela Egan**  
**President/Executive Director**  
**Nevada Partners, Inc.**

Pamela Egan is responsible for strategic planning, program development and day-to-day management of Nevada Partners (NPI), one of the state's largest job training and career preparation organizations. In her previous role as chief financial and administrative officer for NPI and the Culinary Training Academy, she was responsible for fiscal oversight and management. She serves on the Governor's Workforce Investment Board for the State of Nevada and on the Immigrant Workers Citizenship Project Board. Egan received a B.A. in political science from Gonzaga University and an MBA from UNLV.



**Linda Gordon**  
**Director of Marketing**  
**SCA Promotions**

As director of marketing, Linda Gordon is charged with growing SCA Gaming through a combination of marketing, consulting and IT efforts. A powerhouse in the gaming industry, Gordon served in various senior executive positions during a 20-year career with Boyd Gaming. She also worked for the Stardust Resort in Las Vegas, where she held positions as director of IT and director of special events, promotions and tournaments. Gordon is a gaming industry conference speaker, as well as a contributing writer for gaming publications.



**Dr. Farrah Gray**  
**Founder**  
**Farrah Gray Foundation**

Dr. Farrah Gray began his entrepreneurial, personal and civic development as a stellar young citizen at six years of age, selling homemade body lotion and his own hand-painted rocks as book-ends door-to-door. Since that time he has become a national speaker, television and radio personality and authored three books. Gray has recently been featured by AOL Black Voices as making black history in 2008, and was named as one of the most influential black men in America by the National Urban League's Urban Influence Magazine.



**Joaquin Rodriguez**  
**CEO**  
**Latin Diva Contest and Latin Couture Week**

Latin Diva Contest is a first-class international six-day competition event created to celebrate the talents of the Latin American modeling, fashion and beauty communities. Latin Couture Week will be a five-day event presenting haute couture as well ready-to-wear collections, featuring spectacular runways in ten of the most luxurious and prestigious locations in Las Vegas. Joaquin Rodriguez, CEO, has extensive experience in the entertainment industry in the areas of film production, direction and entertainment business management.



**Robert Segura**  
**Director of Sales**  
**Quality Towing**

Robert Segura began his career working for Federal Express as a cargo handler while he earned his degree in Psychology and Statistics from the University of California at Berkeley. He worked his way up to director of operations before leaving the company in 1999. Since then, Segura has held positions including vice president of logistics for Webvan.com, national account manager for GE, and most recently, director of sales for Quality Towing.



**Robert A. Wagner**  
**Senior Client Partner**  
**Korn/Ferry International**

With two decades of financial services experience, Robert Wagner has successfully recruited for all levels of senior management within commercial banks, investment banks, wealth management companies, securities firms and other financial institutions. Prior to joining Korn/Ferry in 1995, Wagner spent a number of years within the capital markets sector, the majority with Credit Suisse. He was responsible for the sales coverage of a wide range of financial institutions in the United States. Wagner holds a bachelor's degree in economics from Claremont McKenna College and attended New York University's Graduate School of Business.



**Lori Wilkinson**  
**Partner**  
**Distinct Benefit Solutions**

Lori Wilkinson has more than 20 years of international experience in sales, leadership, business development, customer marketing, strategic planning and negotiation. During her career, she has held leadership positions with top Fortune 100 companies including Coca-Cola® and M&M/Mars Inc.®. A committed volunteer, she gives time to TAPS, Whitney Elementary and American Airlines Celebrity events benefitting Susan G. Komen and the Cystic Fibrosis Foundations. Wilkinson holds a BS from Utah State University and is a four-generation Nevada native.



**John Wilson**  
**General Manager of Las Vegas Operations**  
**American Medical Response**

John Wilson founded MedicWest Ambulance and currently serves as general manager of Las Vegas operations for MedicWest Ambulance and American Medical Response – Las Vegas. Wilson serves on the Las Vegas Chamber Prospectors and on the Board of Trustees for the Las Vegas Chamber of Commerce. He is a past co-chair of the Chamber's Customer Service Excellence Program and a 1997 Leadership Las Vegas alumni. He is a member of the American Ambulance Association and sits on the board of directors of the Nevada Highway Users Coalition.

## Prudential affiliates join Chamber



Yvonne Stewart Team with **Prudential Americana Group Realtors**, located at 871 Coronado Center Dr. in Henderson, celebrated its new Las Vegas Chamber membership. It specializes in residential realty in Sun City Anthem. 702.326.9647 [www.stewartteamsellsasvegas.com](http://www.stewartteamsellsasvegas.com).



**Prudential Americana Group Realtors** Green Valley office celebrated its ribbon cutting with a kick-off of its Toys for Tots holiday program. Prudential Americana Group is Nevada's largest real estate company. For more information, call the office at 702.458.8888 or visit: [www.americanagroup.com](http://www.americanagroup.com).



Raffi Demirjian, with **Prudential Americana Group Realtors**, celebrated his new Las Vegas Chamber membership with a ribbon cutting at 871 Coronado Center Dr. in Henderson. Call 702.622.8774 or visit: [www.raffisellsvegas.com](http://www.raffisellsvegas.com).



**Prudential Americana Group, Realtors** – Adams/Vogel Group, located at 871 Coronado Center Dr., #100 in Henderson, celebrated its new Las Vegas Chamber membership with a ribbon cutting. A full service real estate provider and certified short sale specialists. Contact Sam Pocras at 702.278.2917.



**Prudential Americana Group Realtors**, located at 871 Coronado Center Dr., celebrated with the US Marine Corps in the Holiday Toys for Tots drive and ribbon cutting celebration. Lorraine DiSapio is a residential specialist with a particular focus on short-sales and foreclosures. Call 702.524.0024 or visit: [www.LorraineDiSapio.com](http://www.LorraineDiSapio.com).



Melissa Machat with **Prudential Americana Group Realtors** Green Valley office celebrated its new Las Vegas Chamber membership. Melissa specializes in residential real estate and rental services throughout the Las Vegas Valley. 702.545.8188 or visit: [www.AtHomeInLV.com](http://www.AtHomeInLV.com).



Thresa Goldberg Group at **Prudential Americana Group Realtors** announces its newest member Debra Jo Abendroth. If you are considering buying or selling a home or would just like to have additional information about real estate in your area; call 702.580.2287 or visit: [www.lasvegashome-sales.com](http://www.lasvegashome-sales.com).



**Encompass Exhibits** is proud to announce the opening of its new location. Now on 2875 N. Lamb Blvd, # 07, it specializes in exhibit rental fabrication, installation and dismantling. 702.614.2130 or visit: [www.encompassexhibits.com](http://www.encompassexhibits.com).



**AA Wireless Toyz dba Wireless Toyz** is proud to announce its grand opening in Las Vegas Chinatown. It is located at 3480 Spring Mountain Rd., Ste 1, LV, NV 89102. It specializes with small business, cellular and internet services. 702.940.7171 or visit: [www.wirelesstoyzlasvegas.com](http://www.wirelesstoyzlasvegas.com).



**Las Vegas School of Dance and Music** celebrated its grand opening. The school provides students of all ages with dance and music skills that will last a lifetime. Located at 8665 W. Flamingo Rd, # 110, on the SW corner of Flamingo and Durango. 702.489.2300 or visit: [www.lvdanceandmusic.com](http://www.lvdanceandmusic.com).



**NetEffect**, a recent recipient of the *In Business*, Nevada Entrepreneur Award, celebrated the opening of its new office at 5575 S. Durango Dr., Ste 107. NetEffect provides small and medium-sized businesses throughout the valley with technology support and consulting. 702.318.7700 or visit: [www.neteffect-it.com](http://www.neteffect-it.com).



**Renta-Dress & Tux Shop** proudly announces the grand opening of its new location at 3900 Paradise Rd. Ste C, between Ruth Chris and Firefly. A unique collection of bridal gowns, eveningwear and designer tuxedos-all available to rent. 702.796.6444 or visit: [www.tuxandgown.com](http://www.tuxandgown.com).



**DrLife.com** announces the opening of its Las Vegas office located at 7201 W. Lake Mead Blvd., Ste 570. Jeffrey S. Life, MD, PhD, an Affiliate of the Cenegenics Medical Institute, specializes in medically based programs to help you optimize your health and take control of the ageing process. 702.953.1561 or visit: [www.DrLife.com](http://www.DrLife.com).



**Tutor Doctor** is pleased to announce the opening of its first Las Vegas office. The company is the leader in providing affordable in-home tutoring to all ages in all subjects. 702.463.3715 or visit: [www.tutordocor.com](http://www.tutordocor.com).



**BatteriesInAFash.com**, Inc. proudly announces its commitment to the Las Vegas community for renewable energy, batteries, chargers and accessories. You can find it at 720 W. Cheyenne Ave., Ste. 170 NLV, NV 89030. 702.248.2423 or visit: [www.batteriesinaflash.com](http://www.batteriesinaflash.com) for more information.



**GottaGoText.com** is an innovative, exciting marketing technology company that reaches cell phone users directly and instantly with mobile coupons delivered immediately to its cell phones making Gottagotext.com an effective form of advertising. 702.379.3139 or visit: [www.GottaGoText.com](http://www.GottaGoText.com).



**The Alternative Board** is proud to announce the opening of the Las Vegas territory. The Alternative Board works with privately held businesses in the area to improve their profitability and planning. 702.562.2800 or visit: [www.tab-lasvegaswest.com](http://www.tab-lasvegaswest.com).



**Onyx Fine Dining** proudly celebrated its Las Vegas Chamber membership. Open for lunch and dinner, it offers a wide variety of food from seafood to steaks. Enjoy its two waterfalls and 500 gallon aquarium. 702.658.0579 or visit: [www.bogeysvegas.com](http://www.bogeysvegas.com).



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**R/S Development, LLC**  
Randall Schaefer

**Rivi Salon and Boutique**  
Rivka Hershcovicz

**Ruiter Construction, LLC**  
Charles Ruiter

**Sam's Ice Cream**  
Nam Urg

**Saving Energy Solar**  
Ian Dixon

**Savvy Eyes**  
Chrys Manos

**Shirley A. Derke, ESQ**

**Silverado Electric, Inc.**  
Rory Sundstrom

**Southern Nevada Movers/Lippincott  
Van Lines**  
Jeff Lippincott

**Steven Marzullo, LTD**

**Stratus Building Solutions**  
Dennis Snyder

**The Summerlin Council**  
Lezlie Barnson DeNardin

**Tax City U.S.A.**  
Allan Weisman

**That Extra Touch**  
Stephen Esau

**TMI Realty**  
Robin Verley

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Charlene Brown

**Electronic Support Services, Inc.**  
Joseph Arana

**Ellis Construction Co.**  
John Ellis

**Farmers Insurance Group**  
Robert Compan

**First Class Insurance, Inc.**  
Estela Siqueros

**Fox 5 KVVU Television**  
Todd Brown  
Art Torcello  
Leilam Molinaro  
Adam Bradshaw  
Terri Peck  
Darrin Mc Donald

**Fundingroadmap.com**  
Ruth Hedges

**Fuzzwig's Candy Factory**  
Saundra Kelly

**Gaetano's Ristorante**  
Rory Palmeri

**Glassman, Kramer and Scarff, P.C.**  
Irwin Glassman

**Global Nutritionals, Inc.**  
Tom Cordy

**Gold Win International  
Exhibition, Inc.**  
Tianyao Zhao

**The Grapevine Advertising Co., LLC**  
Jeri Centric

**Hallmark Capital Partners, Inc.**  
Glenn Liddell

**Harmony Fire Protection**  
Christina Looney

**Help My Swing, LLC**  
Jason Sabo

**Hofsommer Excavating, Inc.**  
Kent Hofsommer

**Holden & Associates West**  
Michelle Lindsey

## New Members

**Alliance Mortgage, LLC**  
Raymond Paglia

**American Fiber Systems, Inc.**  
Rich Coyle

**American Vantage Companies**  
Anna Morrison

**America's Guest**  
Michael Gasta

**Anthony A. Zmaila, Limited PLLC**  
Anthony Zmaila

**Bethesda House of Grace**  
Charles Keyes

**Big League Dreams Sportspark**  
Ed Farmer

**Bocca Marketing, LLC**  
Jason Cleveland

**Boulevard Cameras, Inc.**  
Doron Mashal

**C & Cint's Things**  
Queen Williams

**Callister & Frizell, Attorneys at Law**  
R. Duane Frizell

**Carolyn A. Doty**

**Century 21**  
Gerry Holinski

**Classic Consulting**  
Caralee Kecman

**Clean and Clear Water Pool  
Service, Inc.**  
Robyn Palsgrave

**Clearview Pools, Inc.**  
Rick Kostick

TouchPoint Marketing  
Michael Watkins

TownePlace Suites  
Debbie Griffin

Trinity Life Center  
Jimmy Firzlaff

Ultimate Pet Grooming  
Pat Kearns

Vegas Executive Chef  
Andy Bouchard

Vegas Perks Coffee Service  
Dave Bowers

Wally's, Inc.  
Wally Korhonen

Wells Fargo Insurance Services USA, Inc.  
Chris Summers  
Larry Freeman

WesEri Corp.  
Oscar Kyles

West Best Foods, Inc.  
Anje Campisi

West Flamingo Animal Hospital  
Christopher Yach

The Whalen Group  
Al Whalen

Wybtrak, Inc.  
Troy Johns

Zoogies Corp.  
Terry Pritchard

*Congratulations!*

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **February 2010**.

#### **TWENTY+ YEARS**

J.A. Tiberti Construction Co., Inc. (59)  
GES Exposition Services (54)  
IBM Corporation (54)  
KNEWS Radio/KNUU Radio (48)  
HAJOCA/Kelly's Pipe & Supply (46)  
The Spanos Corporation (34)  
The Molasky Group of Companies (33)  
Opportunity Village Arc (32)  
Saks Fifth Avenue (29)  
Fashion Show (29)  
Las Vegas Convention & Visitors Authority (29)  
American Red Cross, Southern Nevada Chapter (27)  
Academy of Hair Design (26)  
Fair, Anderson & Langerman (25)  
Nevada Development Authority (25)  
Plant-It Earth (25)  
Value Self Storage (25)  
Morrissey Insurance (24)  
McDonald Carano Wilson LLP (23)  
Nagy MD, Shamin N. (23)  
Store-N-Lock (23)  
Callister & Reynolds (22)  
Mark, Bruno, Financial, Inc. (20)  
DEX (20)

#### **FIFTEEN YEARS**

International Insurance Services, Ltd.  
Nevada Alliance for Defense, Energy & Business

#### **TEN YEARS**

Ace Masonry  
Anchor Mortgage  
Halloween Mart  
Insight Communications of NV, Inc.  
Nevada Commerce Bank  
Pebble Place I, LLC  
Professional Design Associates, Inc.  
The Robert List Company

#### **Serl & Keefer, CPAs**

The Sherwin-Williams Company  
Valley Christian Center  
View Pointe Executive Suites/Real Estate Services Group  
Vision Control Associates

#### **FIVE YEARS**

Allen Properties, Inc.  
Astro Systems, Inc.  
BCA Pool League  
Boca Raton Luxury Condominiums  
Breast Care, Inc.  
Brian V. Fitzgerald & Associates, Chtd.  
Cable AML, Inc.  
Desert Medical Equipment  
Desert Podiatry  
Diva Las Vegas Productions, Inc.  
Easter Seals Southern Nevada  
Family Wellness Clinic  
Forever Summer Limited  
Global Resorts, Inc.  
Grapevine Mountaintop  
GreenFlag Profit Recovery by Transworld Systems Inc.  
Griffith United Methodist Pre-School  
Horizon Home Health Care, LLC  
Lichtenstein, Allen, Attorney At Law  
MovieGoods, Inc.  
Northshore Learning Tree  
Opa  
Paragon Healthcare  
Pediatric Dental Care Associates  
The Pool Lady  
Sun West Homes  
Sunrise Home Inspections

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## Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members	\$69
Non - Members	\$99

Contact the Public Relations department at 702.641.5822 or email at [pr@lvchamber.com](mailto:pr@lvchamber.com)

The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. E-mail news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

## Coming Events

**Ricardo's Mexican Restaurant** will host a fundraising dinner on Thursday, February 4, with 30 percent of all sales benefitting the Ronald McDonald House Charities of Greater Las Vegas. [www.RicardosofLasVegas.com](http://www.RicardosofLasVegas.com).

Accounting firm **Piercy Bowler Taylor and Kern** is joining with a local law firm and wealth management firm to present a free financial management and governance seminar for local nonprofit organizations on February 5, at the Brendan Theatres inside the **Palms Casino & Resort**.

**New Life Medical Group** is co-sponsoring the Let's Play Foundation's 2010 Golf-a-Thon on February 13, at the Siena Golf Club. The event will raise money to fight against childhood obesity. [www.letsplayfoundation.org](http://www.letsplayfoundation.org).

**University of Nevada Cooperative Extension** is offering the "Nuts and Bolts of Grant Writing" on Thursday, February 18 and Wednesday, March 10. For more information, contact Sandy Bean at 257-5502.

**NCET- Nevada's Center for Entrepreneurship and Technology** will hold its Entrepreneur Expo on Friday, February 19, from 11:00 a.m. – 6:00 p.m. at the South Point Hotel, Casino & Spa. Admission is free.

**Assured Strategies** presents "Achieving Growth in Today's Economy" to help entrepreneurs learn how to achieve 2x cash flow, 3x industry profitability, gain time, and become strategically aligned for year over year growth. The half-day workshop features nationally recognized presenters. The event takes place on March 3, at the Las Vegas Chamber of Commerce. For information or registration: [www.asnevada.com](http://www.asnevada.com), seating is limited.

Klip It For Kidz will be held on Saturday, March 13, from 10:00 a.m. to 1:00 p.m. at Town Square Las Vegas. The event will raise money to support the **Nevada Childhood Cancer Foundation**. [www.nvccf.org](http://www.nvccf.org).

## Congratulations

**Crisci Builders** was honored by Southwest Contractor magazine with the Best of 2009 Award in the Specialty Contracting category for its Dr. Miriam & Sheldon G. Adelson Education Campus.

Matt Boyd, vice president of operations for **Burke & Associates**, has been selected as the Chairman of the Associated General Contractors' permits and inspections committee.

**CORE Construction** was named one of the top 75 largest green contractors by Building Design + Construction magazine.

**Harrah's Entertainment** employees were honored at the annual Dr. Martin Luther King, Jr. Day Banquet and Parade. Senior Vice President of Communications and Government Relations Jan Jones received the Flame Award, and Vice President of National Diversity Relations Tony Gladney was one of this year's grand marshalls.

## Announcements

**MassMedia Corporate Communications** recently hired Carmesha Thompson as account coordinator.

**Distinct ENERGY Performance** has appointed Janet Avance to the position of dispatch supervisor. She will assist with day-to-day operations, marketing and business development strategies.

**The Alternative Board** has expanded its business by adding Mark Cameron as a TAB-certified facilitator who will meet with local business owners to help them achieve their goals.

Eleissa C. Lavelle has joined the Las Vegas office of **Duane Morris LLP** as a partner with a focus on construction and real estate law.

**Sunrise Hospital & Medical Center** opened a dedicated oncology unit for adult patients which includes enhanced amenities designed to improve healing and comfort.

**Johnson Jacobson Wilcox** has augmented its service capabilities and broadened its domestic and global reach by forming a relationship with Eisner, LLP, the 23rd largest public accounting firm in the U.S.

Rita Ravin, maker of custom fashion jewelry, has changed her business name from Healing Jewels to **DECOLLETAGE**.

**Telesphere**, a nationwide hosted PBX business phone and Internet services provider, recently hired Lance Kallman and Deborah Armstrong as account executives.

**Datanamics, Inc.** has renewed its Advanced Wireless LAN Specialization from Cisco, fulfilling the requirements to sell, deploy and support advanced Cisco Wireless LAN solutions.

**The University of Phoenix-Las Vegas Campus** announces the promotion of Jeanne Blonstein to program manager in the College of Social Sciences; Sunny Schatz and Brittany Choyce to the positions of manager of Campus Enrollment; Connie Smith to finance counselor, along with the hiring of Amanda Thompson as finance counselor.

**City National Bank** hired Bruce Ford as vice president and Nevada business banking manager, and Patricia Perl as vice president and preferred banking advisor in its Core Banking division.

**Community One Federal Credit Union** has named Debbie Murphy as new manager of its Sahara branch, Hilary Rhees as new manager of the Montecito In-Store branch, and Ashley Martinez as manager of its Shadow Creek In-Store branch.

**Las Vegas Limousines** named David Russell as operation manager overseeing the day-to-day operations of the business.

Michael Bolognini was named vice president of **Cox Business/Hospitality Network**. He brings nearly 30 years of telecommunications experience to his new position.

## Community Service

**Commercial Roofers, Inc.** awarded its annual scholarship of \$1,500 to Marshall Cowan who is studying architecture at UNLV.

**Thomas Engineering** has awarded its donation of 40 hours of free structural engineering services to the Academy of Engineering at the Northwest Career and Technical Academy, which is part of the **Clark County School District**.

## New Business and New Locations

**Zinni Medical Institute**, an integrated age management, weight management and sports medicine medical practice, celebrated its grand opening on January 21.

**Gordon & Rees, LLP** has moved its Las Vegas office to 3770 Howard Hughes Parkway, Suite 100, Las Vegas, Nevada.

**Las Vegas Special Needs Dentistry** opened in December to serve special needs patients in Las Vegas including those with dental fears, mental and physical disabilities, pediatric and geriatric patients.

**Vegas Perks Coffee Service** has opened for business providing upscale gourmet coffee machines with up to eight different tastes.

## Projects and Deals

**Grubb & Ellis Las Vegas** recently brokered a lease of 6,996 square feet of office space for five years at City Center West. The lease is valued at \$900,067.

**Commercial Executives** brokered a 36 month lease of office space that is valued at \$281,100, as well as the lease of 6,300 square feet of office space valued at \$236,250.

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## Census... *continued from front page*

receiving a fourth Congressional seat -- and by extension, a sixth Electoral Vote -- as a direct result of the 2010 Census.

- The 2010 Census will bring more than 4,800 jobs to the state during peak operations in May/June 2010. These are good paying, flexible jobs, as field enumerators start at \$14.50 per hour. You can call the Census Jobs Hotline at 866-861-2010.
- The Census will bring much-needed federal funding to government services in Nevada. A recent analysis by the Nevada State Data Center, Legislative Counsel Bureau, and State Demographer, looked at all of the federal funding passed through to state and local governments, much of which is allocated on a per capita basis, based on the Census headcount. That analysis found that every man, woman, and child missed by the Census represents \$917 in lost funding per person, every year for 10 years: that's \$9,170 per person over 10 years.

- An accurate Census tally will help ensure Nevada receives its fair share of federal funding for everything from transportation infrastructure to quality of life projects. This in turn will help promote Nevada as a business and family-friendly city, encouraging economic investment and diversification.

The Las Vegas Chamber of Commerce encourages all business owners to support and promote Census participation in the workplace. For more information on Nevada's Census 2010 Campaign, or to partner with the Census Bureau, call 702.853.1313, or visit [www.SNVcounts2010.com](http://www.SNVcounts2010.com) for more information on the Southern Nevada Census Campaign. You can also follow the Census Twitter feed at [www.twitter.com/nvcensus](http://www.twitter.com/nvcensus) for more info on the statewide campaign. ■

## From My Desk... *continued from page 3*

I'm a big proponent of Social Media. I'm a Twitter-holic, on Facebook and LinkedIn. I've been at VYP and had people approach me (more than once) and say "I'm following you on Twitter!" The ice is broken and we're already friends since we know a bit about each other and probably remember the conversations. People are using Social Media more and more, so doesn't it make sense to be on it? (BTW, follow at VegasYP on Twitter for all the VYP updates and where we're going to meet next.)

However, if you're social media savvy, it doesn't stop there. Connecting online is not a substitute for face-to-face networking. Social media can help you build a foundation, but you still need to get out there and put a face with a name.

Getting out to network is tough to do, especially when we're all working more hours for the same dollar. Finding the time to get out and have a social life isn't easy either, when you get caught up in work. Vegas Young Professionals chooses trendy venues for Fusion Mixers, which allows you to network and have fun in a great atmosphere.

It makes me laugh when I hear the misconception that VYP is only for socializing. Business networking is about meeting and getting to know people. Networking isn't how many business cards you can pass out (we've all seen these people!). I refer business

to people I feel will do a good job for my referrals. If you're going to networking events with the primary goal of selling your services to the people there, you might be a bit disappointed. Networking is about getting to know the people you meet and earning their trust and friendship. I keep in touch regularly with friends I've met out networking, friends that will talk to others about me when they go to an event I can't make.

What can you expect from Vegas Young Professionals? Expect great venues, fun people, smiling faces and yes, business contacts. Not to mention all of the great professional development programs we have to support your growth as a young professional. So, show up, socialize, make a great impression by getting to know people, and the business will come.

I'm so grateful for the friends and business partners I've met through VYP. Join Vegas Young Professionals today and next time you come to an event, make sure you say hello! For more information about VYP, check out our brand new website at [www.vegasyp.com](http://www.vegasyp.com). ■

# Nevada Business

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## Vegas Young Professionals... *continued from front page*

Committee designed to help VYP members give back to the community. The group has implemented volunteer programs with a number of local non-profits, including the Springs Preserve, ThreeSquare, Boys & Girls Clubs and Susan G. Komen's Race for the Cure. VYP has also collected donations for The Animal Foundation, The Shade Tree Shelter, and raised \$600 for Three Square's Backpack for Kids Program.

In addition to its significant accomplishments during 2009, in 2010 VYP will launch an innovative new VYP Membership Card. NV Energy is the sponsor of this exciting new feature that will have a corresponding discount page on the new VYP Website. VYP is also reaching out to members and potential members through social media outlets.

Since its inception in 2006, VYP has successfully introduced young professionals to the movers and shakers of Las Vegas' business scene and launched innovative professional development opportunities. The organization has also

provided local business owners with effective, affordable professional development venues for its young employees. Through VYP, small business owners gain a competitive advantage in the marketplace by providing opportunities for young employees to mix, mingle and build their business contacts. VYP has also created a whole new level of advertising and sponsorship opportunities for companies looking to reach the highly-influential 21-39 demographic.

Membership in VYP is just \$45 per year if your company belongs to the Las Vegas Chamber of Commerce and \$50 per year if you work for a non-Chamber member. If you're interested in learning more about VYP, go to [www.vegasymp.com](http://www.vegasymp.com) or call 702.735.2196. You can also find VYP on Twitter, Facebook and LinkedIn. Take time to "get in the mix." ■

## Current, In Depth, Up To The Minute!

Today more than ever, information is critical in business decision making and for the most current, in depth, up to the minute news coverage look to **PBS NewsHour with Jim Lehrer**, **Nightly Business Report** and **Nevada Week in Review** on Vegas PBS Channel 10. And, if you want to reach a more professional audience in your marketing efforts, also look to Vegas PBS Channel 10. Our News and Public Affairs programs reach the highest concentration of highly educated, upscale and professional viewers of any television station in the Las Vegas marketplace.

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